

# [IDEAS LAB] COUNTERING DISINFORMATION

#EUROPCOM

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A VIDEO...  
PLAN-  
DEMIC!  
**FAKE NEWS THAT WENT VIRAL!**



..IT'S AN  
INFODEMIC!



AN INFODEMIC  
CAN OVERWHELM  
PEOPLE WITH  
INFORMATION!  
...A TSUNAMI  
OF INFO!



PEOPLE  
HAVE  
DIED  
FROM  
DRINKING  
BLEACH!  
SOME  
GOVERNMENTS  
ARE CONSIDERING  
LAWS TO  
STOP THIS...

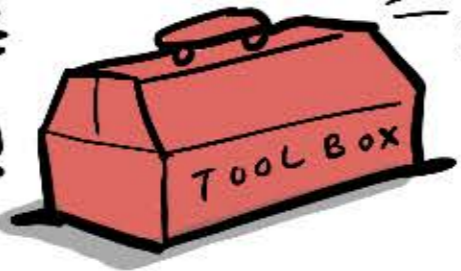
TINA

ELISABETH

ALL OF  
YOU HAVE  
COMMS  
BACKGROUNDS!

...WE HAVE  
A LOT TO  
LEARN FROM  
EACH OTHER!

...YOU ALREADY  
HAVE  
THE  
TOOLS!



...AND IT  
CAN HAVE  
REAL-WORLD  
IMPLICATIONS!

WE NEED TO  
RESPOND WITH  
THE BEST  
INFORMATION!



INFORMATION  
TRAVELS  
FAST!



... BUT A  
HUMAN ONE!

GROUP 1: HOW DO WE BALANCE  
FREEDOM OF EXPRESSION  
WITH COUNTERING  
MISINFORMATION?  
GROUP 2: HOW CAN WE BUILD  
LITERACY SO PEOPLE CAN  
RECOGNISE MISINFORMATION?  
GROUP 3: HOW DO WE COPE  
WITH 'WHITE COAT SYNDROME'?

# [IDEAS LAB] COUNTERING DISINFORMATION

WHAT ARE THE STRATEGIES FOR THE NEXT 6-9 MONTHS

#EUROPCOM

GROUP 1: HOW DO WE BALANCE FREEDOM OF EXPRESSION WITH COUNTERING MISINFORMATION?

WE NEED TO REINFORCE JOURNALISM!

HOW TO IDENTIFY EVIDENCE?



FACT CHECK

Simplify the facts!

COMMUNICATE differently to DIFFERENT AUDIENCES!

THINK OF... ..EMPATHY

PROMOTE FACTFULNESS!

GROUP 2: HOW CAN WE BUILD LITERACY SO PEOPLE CAN RECOGNISE MISINFORMATION?

PEOPLE CAN'T SEE WHAT'S TRUE OR FALSE!

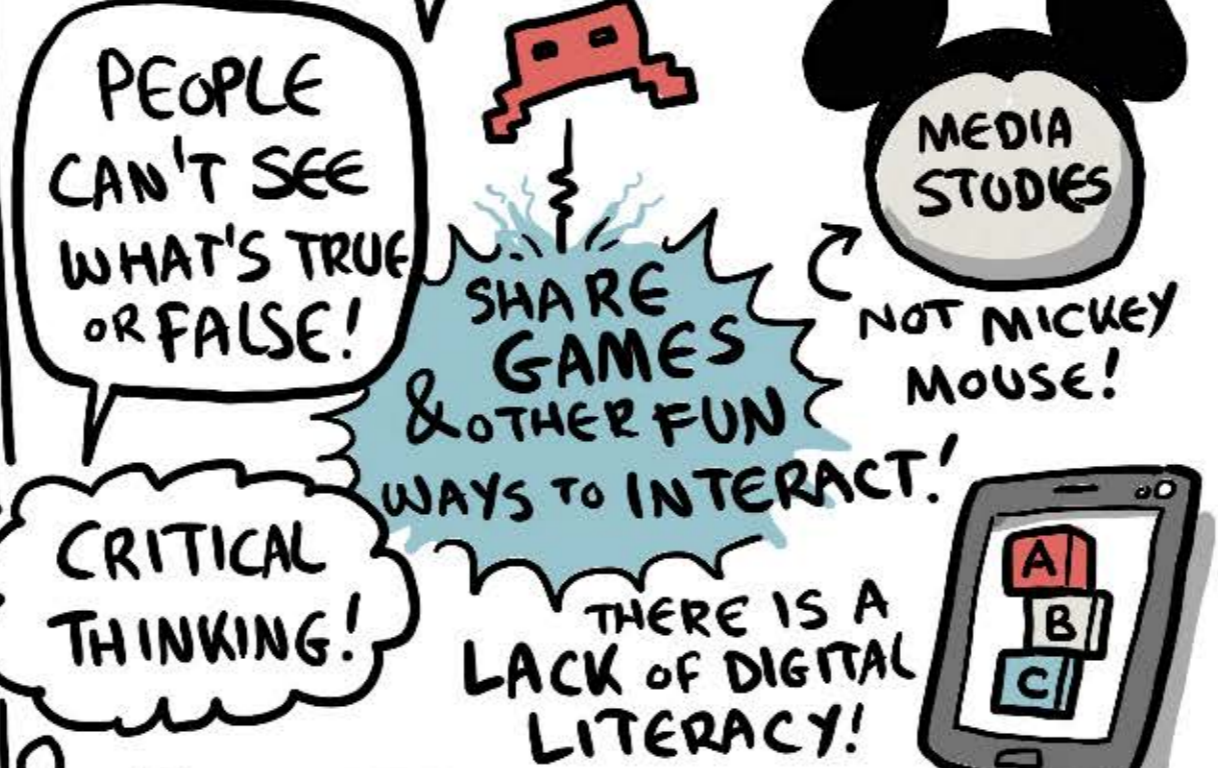
SHARE GAMES & OTHER FUN WAYS TO INTERACT!

CRITICAL THINKING!

THERE IS A LACK OF DIGITAL LITERACY!

MEDIA STUDIES

NOT MICKEY MOUSE!



DON'T MUTE YOUR CRAZY UNCLE!

...ASK QUESTIONS!

MAKE PEOPLE UNDERSTAND!

MICRO / CHIPS! -5G!

BILL GATES!



GROUP 3: HOW DO WE COPE WITH 'WHITE COAT SYNDROME'?

WHO LISTENS TO THESE EXPERTS?

PEOPLE WITH POOR EDUCATION

PEOPLE WHO DON'T TRUST GOVERNMENT! OFTEN RIGHT WING!

WHO ARE THESE EXPERTS?

WHAT SHOULD MEDIA... ..AND GOVT. DO?



HAVE A SPECIAL POLYGRAPH SECTION - SHOWING TRENDS AGAINST FACTS!

GIVE INFO

...AGAIN & AGAIN!

drawNALISM

drawing knowledge

